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FIG. 2

PROGRAM ID	PROGRAM DATA
BC0001
BC0002
.....
.....
.....
.....
.....
.....

FIG. 3

CHANNEL	PROGRAM ID	SCHEDULED BROADCAST DATE AND TIME	DATA ADDRESSV
1	BC0001	SEPTEMBER 3 9 : 00	Adrs100001
1	BC0002	SEPTEMBER 3 10 : 00	Adrs100105
1
...
...
15	BC0101
15	BC0102
...
...
...
24	BC0352
24	BC0353
...
...
...

FIG. 4

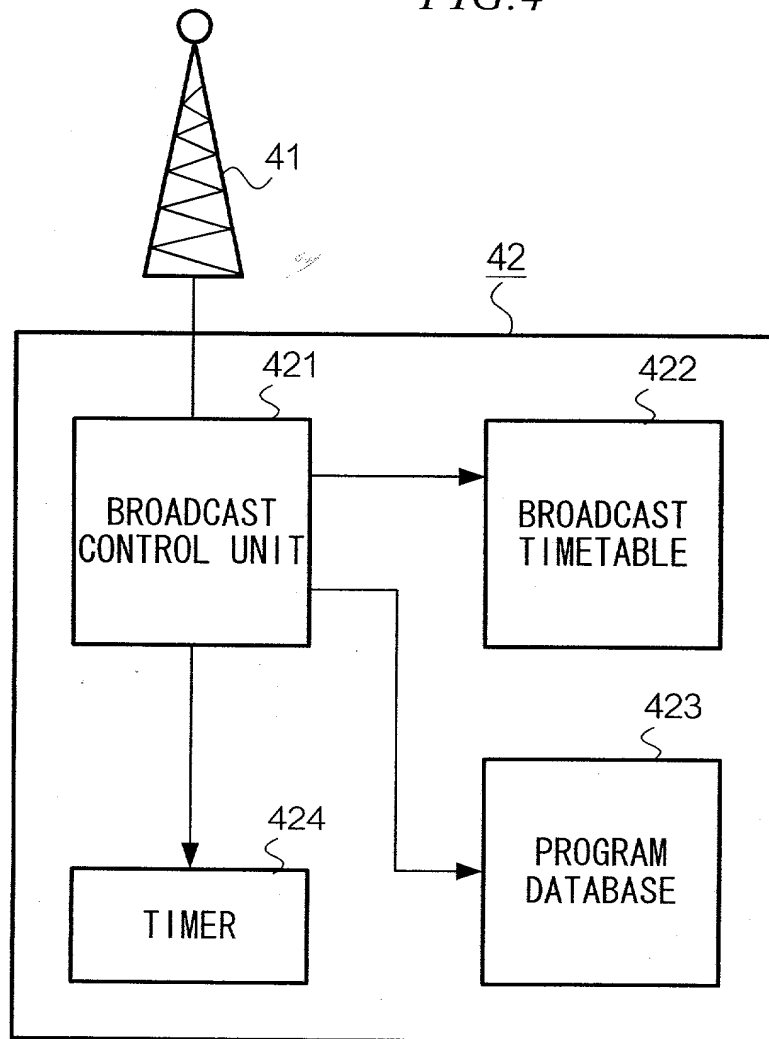
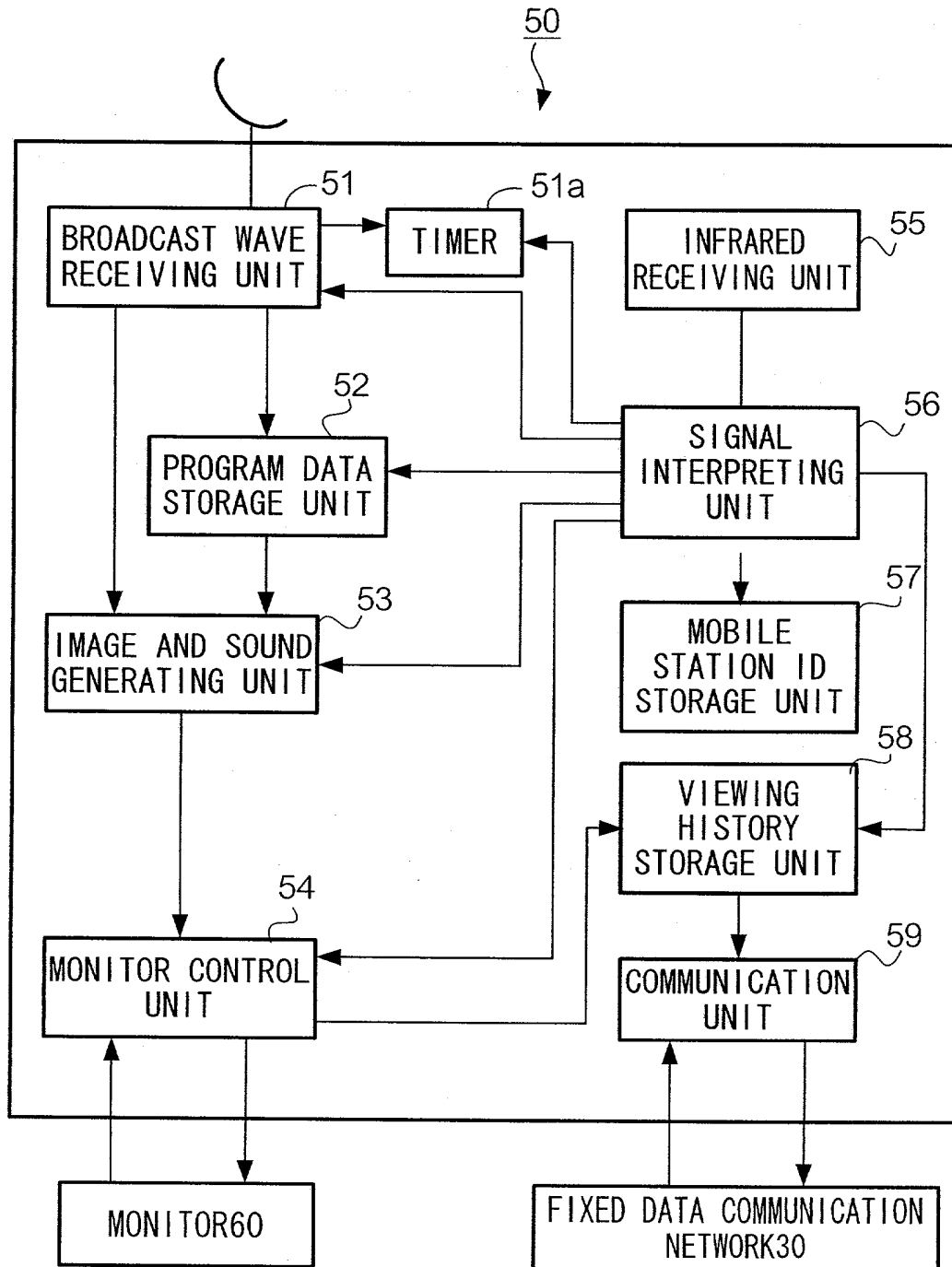


FIG. 5



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FIG. 6

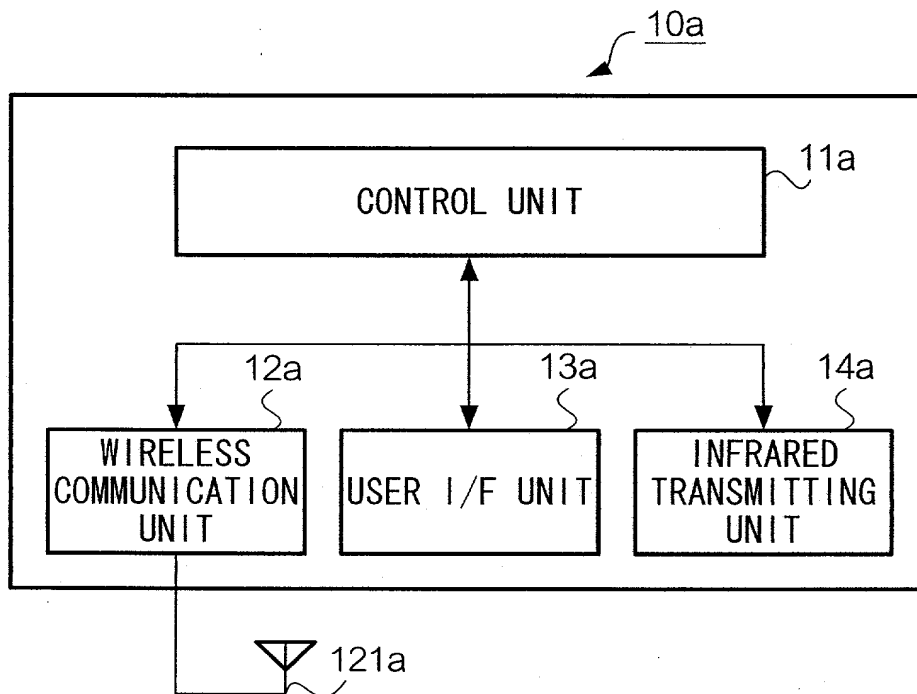
MOBILE STATION ID
MS00001
MS00002
MS00003

FIG. 7

VIEWING DATE AND TIME	CHANNEL	MOBILE STATION ID	RECORDING FLAG
SEPTEMBER 3 7 : 30~8 : 05	10	MS00001	OFF
SEPTEMBER 3 8 : 06~8 : 07	25	MS00002	OFF
SEPTEMBER 3 8 : 08~8 : 56	12	MS00002	OFF
.....
.....
SEPTEMBER 3 21 : 00~23 : 00	34	MS00003	ON
.....
.....

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FIG. 8



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FIG. 9

INFRARED SIGNAL FORMAT

INSTRUCTION COMMAND	DETAILED INSTRUCTIONS	MOBILE STATION ID
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*FIG. 10*INFRARED SIGNAL FORMAT OF REQUEST FOR
CHANNEL SELECTION

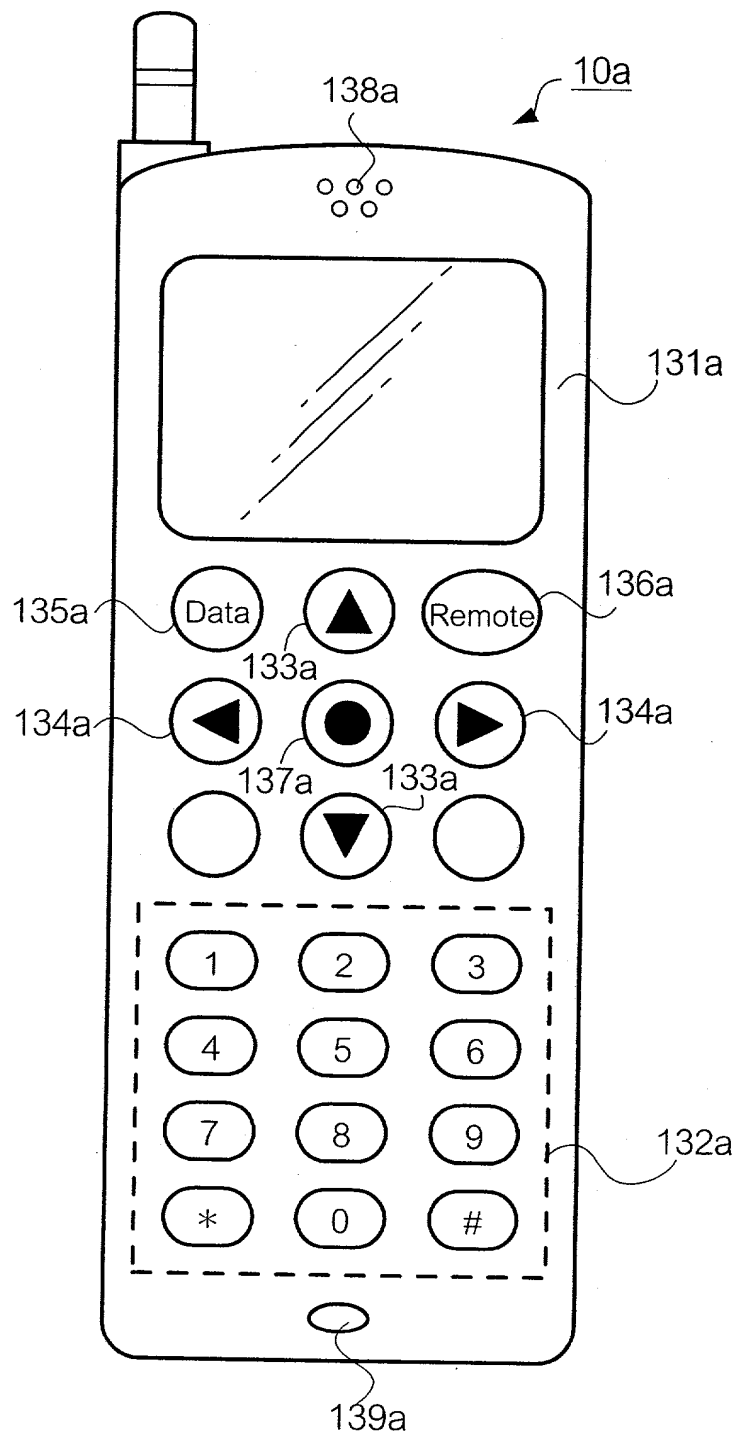
CHANNEL SELECTION COMMAND	BROADCAST CHANNEL		MOBILE STATION ID
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*FIG. 11*INFRARED SIGNAL FORMAT OF REQUEST FOR
DESIGNATING RECORDING RESERVATION

RECORDING RESERVATION COMMAND	BROADCAST CHANNEL	RECORDING START TIME	RECORDING END TIME	MOBILE STATION ID
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FIG. 12



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FIG. 13

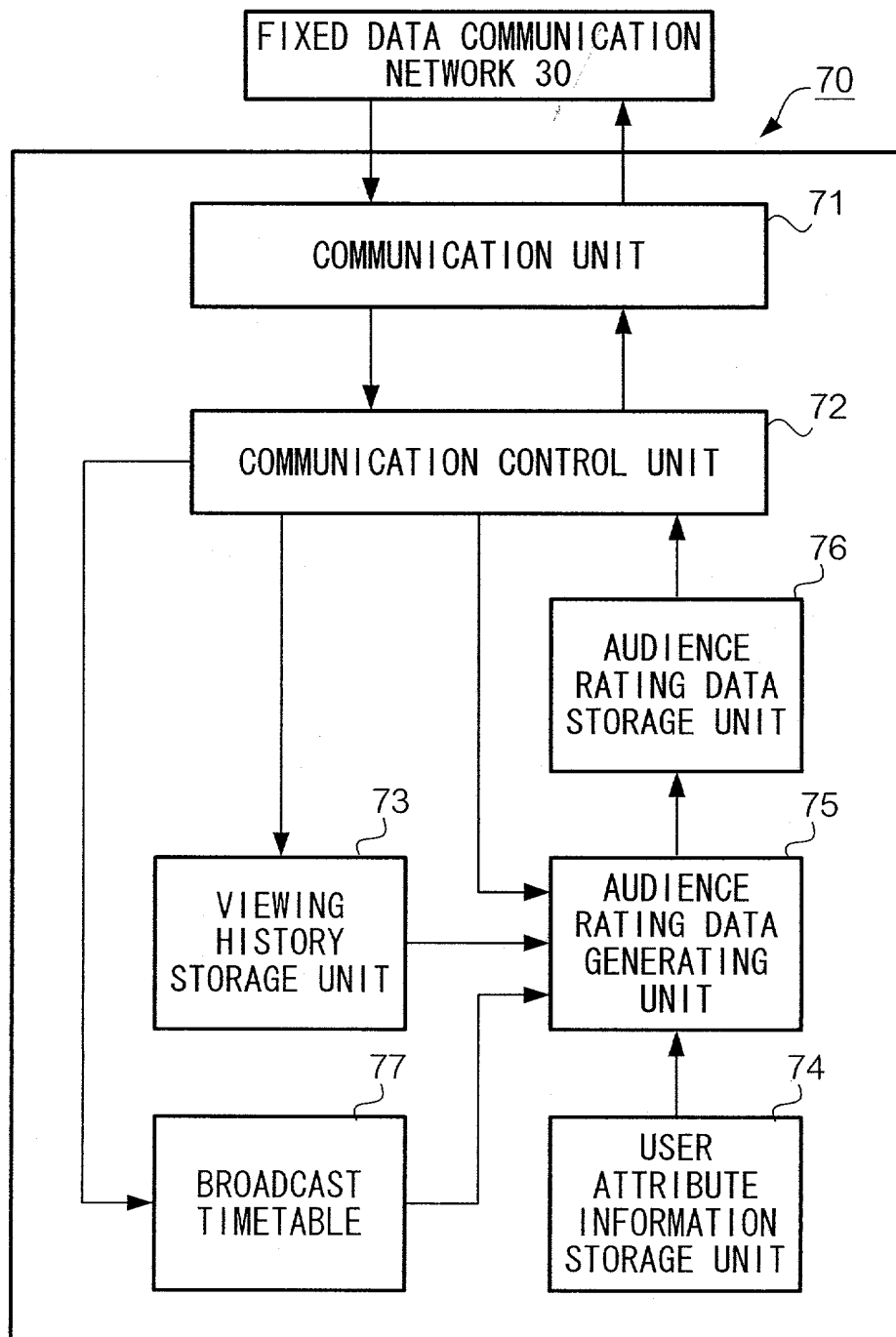
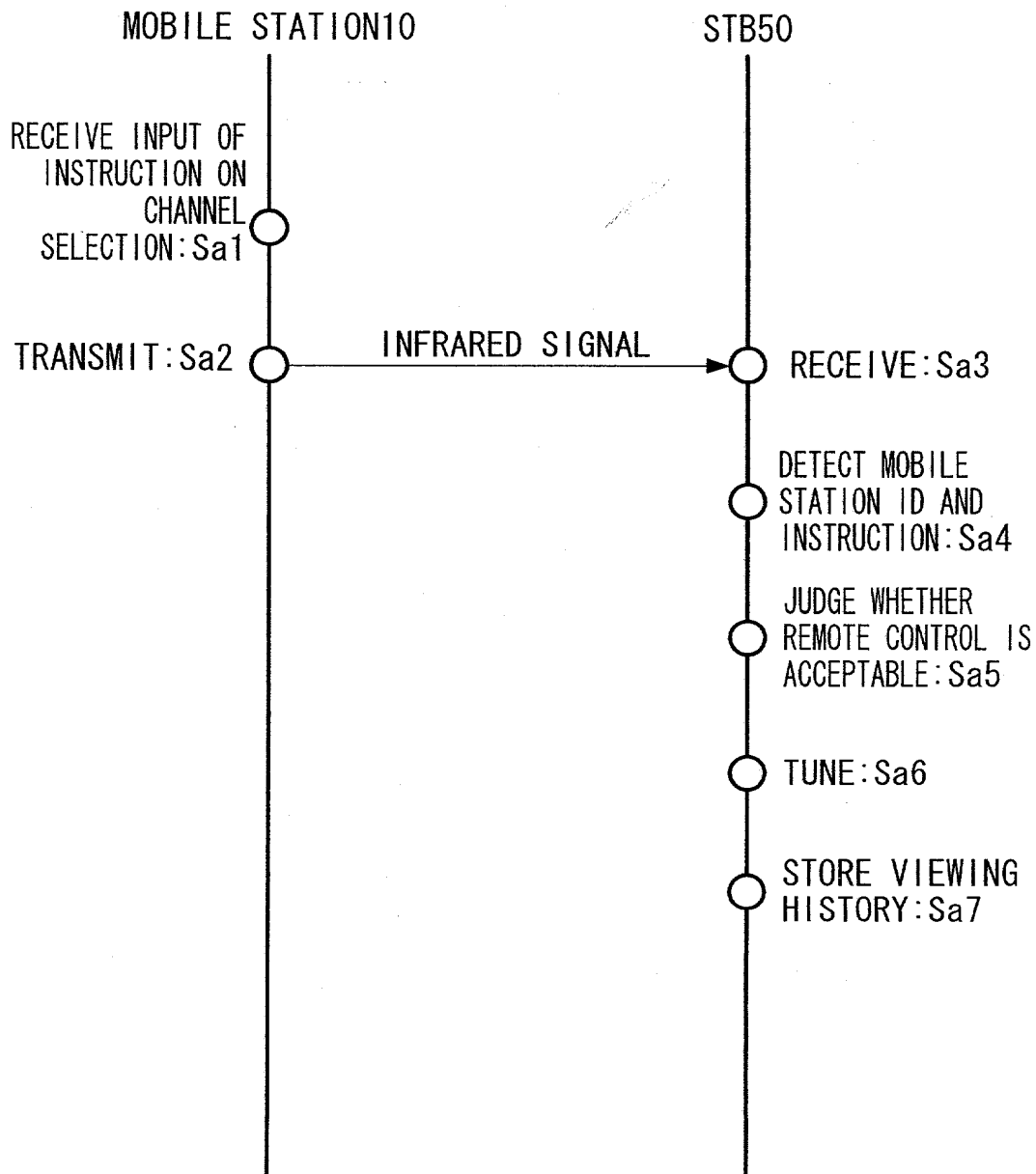


FIG. 14

[illegible]

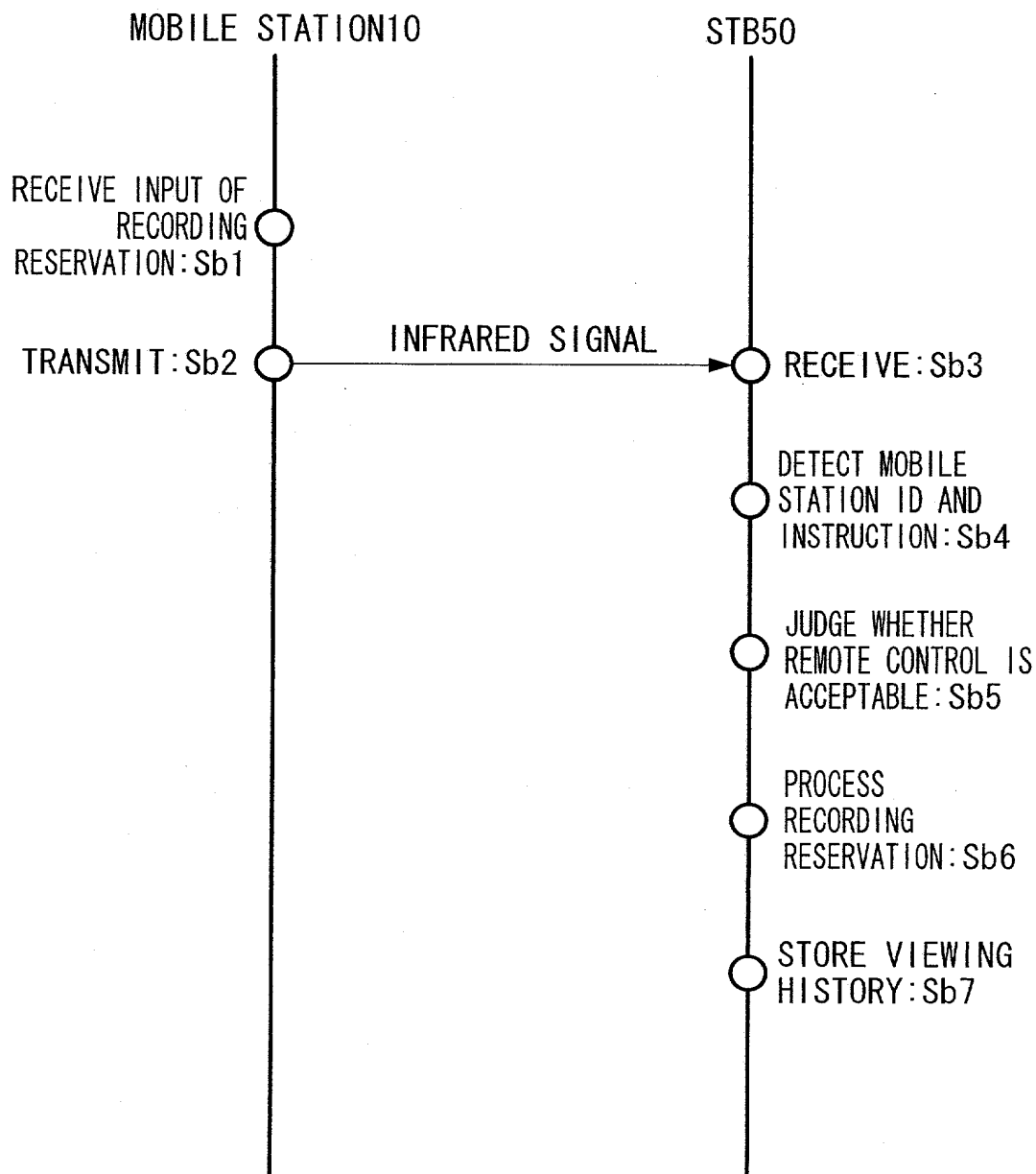
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FIG.15



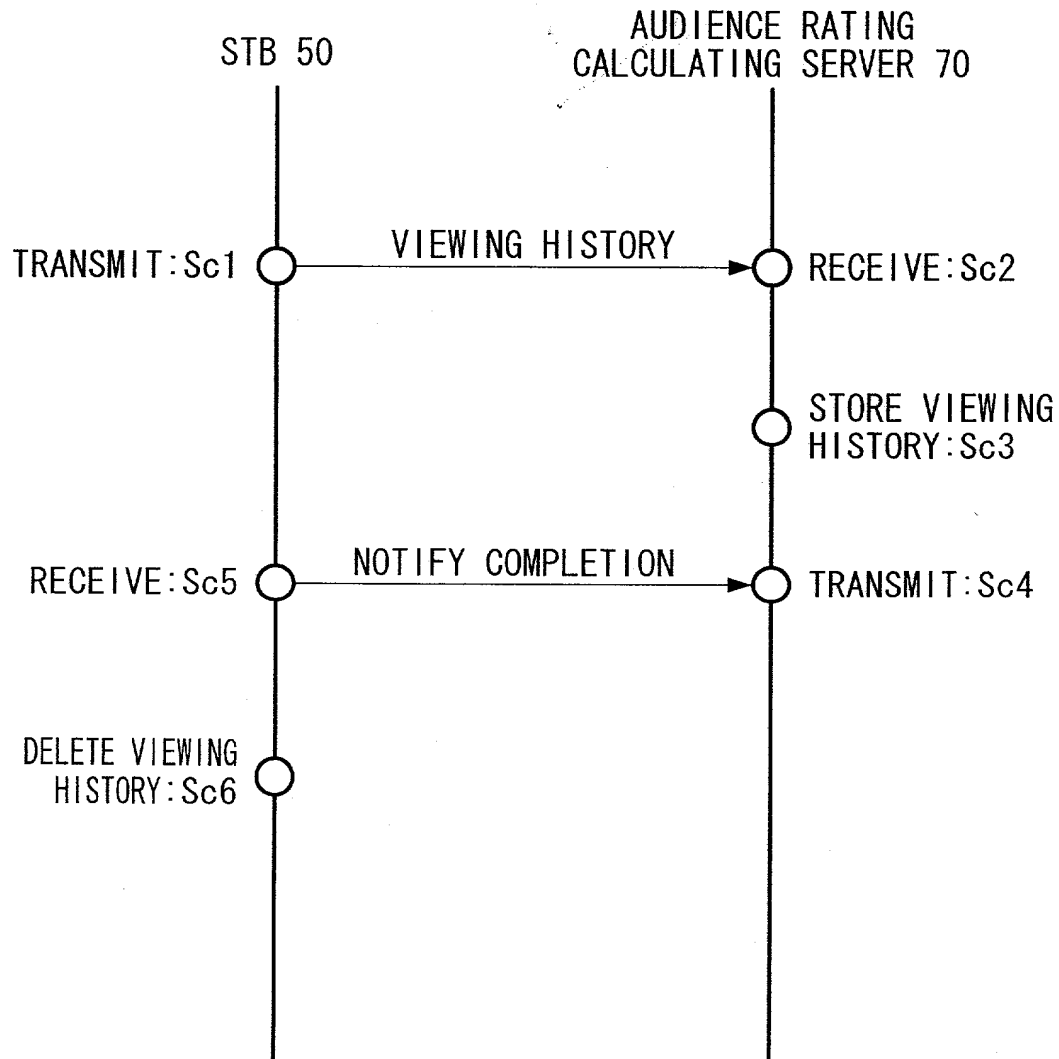
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FIG. 16



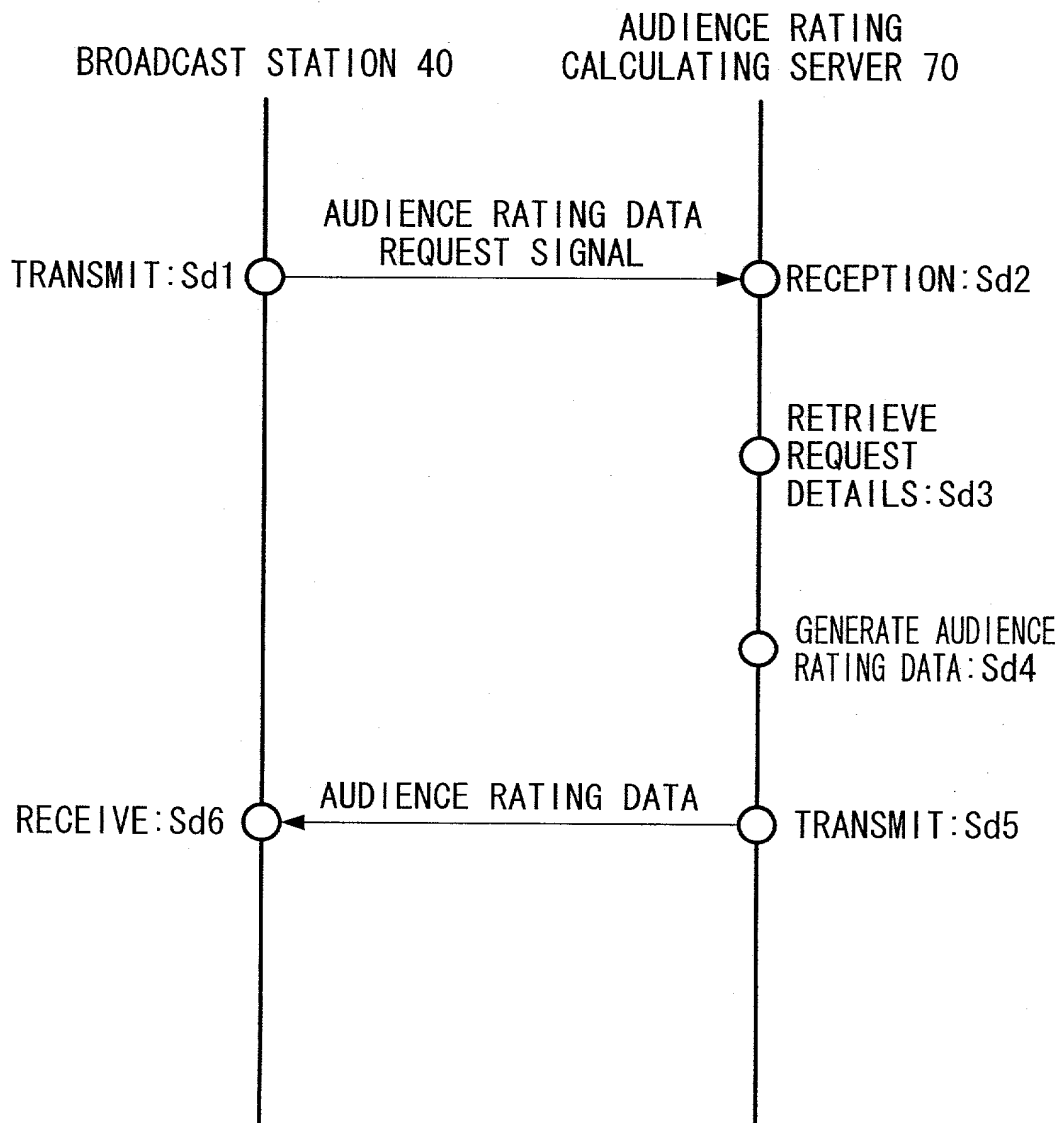
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FIG. 17



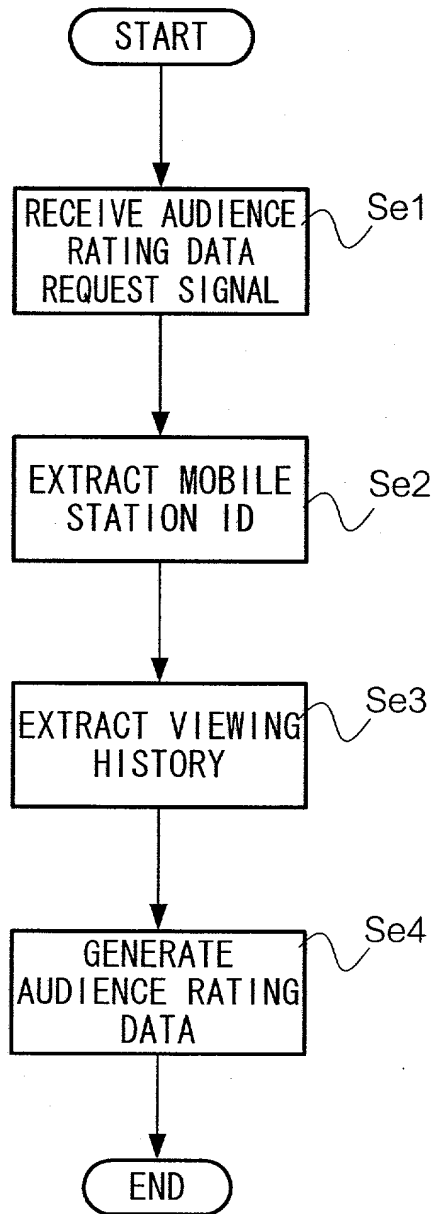
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FIG. 18



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FIG. 19

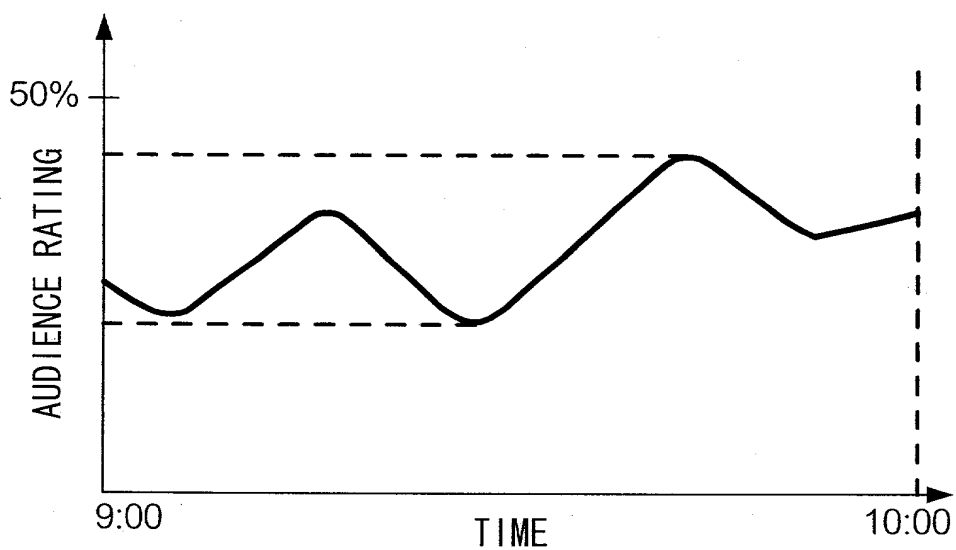


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FIG.20

PROGRAM ID BC0001

USER ATTRIBUTES CONDITION TWENTY SOMETHING MALE



MAXIMUM AUDIENCE RATING 45.2%

MINIMUM AUDIENCE RATING 23.1%

AVERAGE AUDIENCE RATING 30.1%